

## Item 1. Introduction

Seattle Wealth Management, LLC (“SWM” “we” “us” and “Advisor”) is a Washington limited liability company registered as an investment advisor under the laws of the Securities and Exchange Commission. Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://Investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

## Item 2. Relationships and Services.

### **What investment services and advice can you provide me?**

We provide investment management and advisory services to you for a fee based on the value of your account. Our “clients” include separate account clients and participants in our separate account client retirement plans. We also provide advice, assistance and education on topics including but not limited to: insurance, estate planning, retirement planning, college planning and wealth transfers between generations and to charitable organizations.

We tailor our advisory services to meet your particular needs, and work individually and with other advisers to build and protect your wealth over the long term. Our investment recommendations generally include mutual funds, exchange-traded funds, and exchange-listed and non-exchange-listed equity securities. We also recommend certificates of deposit, municipal securities, U.S. government securities, money market funds and REITs. If Clients hold other types of investments, we will advise them on those investments also. You may impose restrictions on investing in certain securities, industries, or sectors, and must advise us of any such restrictions in writing.

We will offer you advice on a regular basis, discuss your investment goals, design with you a strategy to achieve your investment goals, and regularly monitor your account. Accounts are reviewed at least once per quarter by your Investment Advisory Representative to see if your asset allocation is consistent with your investment objectives and restrictions, and consider changes. Accounts utilizing alternative investments are reviewed by our management personnel when established and when alternate investment holdings are increased. We will communicate with you at least annually regarding your accounts.

You may choose an account that allows us to buy and sell investments without asking you in advance (a “discretionary account”) or we may give you advice and you decide what investments to buy and sell (a “non-discretionary account”). We have no set account minimum.

**Conversation Starters:** We encourage you to ask our financial professionals these key questions about our investment services and accounts:

- (i) *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- (ii) *How will you choose investments to recommend to me?*
- (iii) *What is your relevant experience, including your licenses, education and other qualifications? What do these qualifications mean?*

## Item 3. Fees, Costs, Conflicts, and Standard of Conduct

### **What fees will I pay?**

We provide investment advisory services for a fee based on a percentage of assets we manage for you. We may also receive a commission from the sale of insurance. Your fee is based upon a tiered schedule from .80% to 1.00%, and charged monthly, in advance, based on the net asset value in your account at the end of the previous month. Our fees are provided in your management agreement and are generally not negotiable. The more assets you have in the advisory account, including cash, the more you will pay us. We therefore have an incentive to increase the assets in your account in order to increase our fees. You pay our fee regardless of whether we buy or sell securities within that period.

In addition to our fees, if you have mutual funds or ETFs in your portfolio, you may incur a commission or transaction fee when the mutual fund or ETF is purchased, an annual management fee payable to the manager of the fund, and initial or deferred mutual fund sales charges. Applicable fees are described in each fund's prospectus. When considering an investment in a mutual fund or ETF, we use a no-load, open-end fund when appropriate, and evaluate the relative annual costs as a part of our decision process. All clients (whether or not they have mutual funds or ETFs in their portfolio) will also incur brokerage and other transaction costs charged by a qualified custodian (generally a broker-dealer or a bank), like commissions or other fees on trades.

***You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.***

***Conversation Starter:*** We encourage you to ask us any questions you may have regarding our fees or how cost from third parties such as custodians or mutual funds affect your account. For example, start a conversation by asking, “*Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*”

**What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

*When we act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here are some examples to help you understand what this means:*

Example 1: Your account value goes up, and while the management fee percentage may stay the same, the total compensation you pay us goes up proportionately. Example 2: Your account value goes down, but you still must pay a management fee proportional to your assets under management.

As a practical matter, nearly all of our clients’ accounts are maintained in an individual account at Charles Schwab & Co., Inc. and client trades are executed at Schwab. When our client accounts are maintained at another broker, we will execute trades through the individual client’s broker. Perceived or actual conflicts of interest may arise due to our recommendations that clients maintain their assets in accounts with a custodian, like Schwab, that provides certain products and services to our firm.

Additionally, registered Investment Advisor Representatives (IARs) of our firm may be agents for various insurance companies and firm principal Eric A. Johnson and Seattle Wealth Management, LLC are co-owners of SWM Insurance Agency, LLC, a licensed insurance producer in the State of Washington. As such, these individuals are able to receive separate, yet customary commission compensation resulting from implementing product transactions on behalf of advisory clients. The receipt of sales-based compensation creates a financial incentive for them to recommend investment products that generate sales commissions paid to them. This financial incentive can create a potential conflict of interest where the interests of the IAR is not aligned with yours. You are under no obligation to engage these individuals when considering implementation of advisory recommendations. The implementation of any or all recommendations is solely at your discretion.

***Conversation Starter:*** If you have any questions regarding conflicts of interests, please feel free to ask us. You can begin a conversation by asking, “*How might your conflicts of interest affect me, and how will you address them?*”

**How do your financial professionals make money?**

SWM is a fee-based registered investment advisor which means we receive compensation from investment management fees and fees for related other services paid directly from our clients, but may also receive compensation from the sale of other products, including insurance. Our investment advisor representatives have an ownership interest in SWM. As such, their compensation is increased by the amount of clients they service, and the revenue the firm earns from their services. More detailed information, including fee schedules and conflicts and disclosures are available in our ADV Part 2A Firm Brochure, which is available at: <https://adviserinfo.sec.gov/firm/summary/285877>.

**Item 4. Disciplinary History**

**Do you or your financial professionals have legal or disciplinary history?**

Yes. We encourage you to visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research any of our financial professionals.

***Conversation Starter:*** In addition, feel free to ask: “*As a financial professional, do you have any disciplinary history? For what type of conduct?*”

**Item 5. Additional Information**

***You can find additional information regarding Seattle Wealth Management, and receive a copy of this relationship summary by going on our website at [www.seattlewm.com](http://www.seattlewm.com) or by contacting Eric Johnson at (206) 956-9445. We are always available to answer any of your questions. Conversation Starter:*** If you do have any concerns, please let us know by asking the following questions: “*Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*”